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No. 1 Plumbing Wholesaler Grows Sales Pipe with Splunk Cloud

Splunk Cloud Helps Enable Largest Plumbing Wholesaler in North America to Increase Sales

SAN FRANCISCO--(BUSINESS WIRE)-- [Splunk Inc.](#) (NASDAQ: SPLK), first in delivering "aha" moments from machine data, today announced that Ferguson, the largest plumbing distributor in the United States, expanded its use of Splunk® Cloud to help drive new sales pipeline. With Splunk Cloud, Ferguson will better identify regional buying preferences and equip individual sales staff members with analytics to predict customers' priorities for price, inventory, reliability, collaboration and a fair deal. With more than 2 million products and 800,000 customers, Ferguson leverages Splunk Cloud to better understand changing tastes, reduce customer churn and improve profits. Watch the Ferguson [video](#) and read the [case study](#) to learn more about how the company is enhancing its customer experience and sales efficiency with Splunk.

"Customers come to Ferguson for everything from building materials and HVAC to bathroom remodels. Customers' styles and expectations change, and we have to make sure we are staying in front of all the factors that determine what they want and need," said Christopher Clark, director of customer experience and market research, Ferguson. "Splunk Cloud allows us to make valuable use of our data in a secure, real-time and presentable way that any sales or customer analytics teammate can understand."

Ferguson began using Splunk software across its IT and security teams before expanding to make sense of its large volume of customer and product data. Before Splunk, sifting through excessive data meant spending months to resolve even a simple product issue. By expanding its use of the Splunk platform, Ferguson can better equip sales to target prospects, more accurately stock inventory, predict what a customer might want to negotiate and cater to regional customer experience needs. Ferguson expects these answers from Splunk Cloud to increase sales in each of its eight business areas.

"Ferguson is a perfect example of what we call the 'art of the possible.' Rather than resting on its laurels as the leader of the plumbing industry, Ferguson's team saw an opportunity to improve the business by analyzing its customer data and making that available across the sales team," said Rick Fitz, senior vice president of IT Markets, Splunk. "Using Splunk, the organization is better serving its customers while also increasing sales opportunity through an analytics-driven approach. The same great team that made Ferguson an industry leader is making the company even better by turning machine data into answers."

SLAIT Consulting partnered with Splunk to help Ferguson's customer experience team craft an analytics strategy.

Visit the Splunk [website](#) to learn more about the Splunk data analytics platform.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) turns machine data into answers. Organizations use market-leading Splunk solutions with machine learning to solve their toughest IT, Internet of Things and security challenges. Join millions of passionate users and discover your "aha" moment with Splunk today: <http://www.splunk.com>

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